

White Tells Beach Property Owners About Redevelopment

Urban Redevelopment Agency Director Olin Carl White today candidly sketched the upheaval beach property owners can expect if their area is made the city's second redevelopment project.

White, URA and city officials, and beach property owners met in a breakfast session at the Riverside hotel. Between bitefuls, the residents heard that only 10 to 15 structures within the bounds of the project probably would remain if the plan is approved next year.

Proposed boundaries of the project include Cliff street to the river, along the river to Beach street and back to Cliff street.

"We may be ready to purchase the land in the spring of 1960, but rather than disrupt a summer tourist season, probably most of the people will not be bought until fall," White told the meeting.

"When we are ready to sell the land for development, we will have to insure that the best possible use of the land is made and that the best possible structures are constructed.

"It is our job to see that what goes up down there will enhance the city and enhance the tax rolls. That is the theory of redevelopment.

"Present property owners may have to band together into corporations to bid for the larger tracts which probably will come out of the small lots which now fill the area. The person who wants to rebuild a small store on a small corner lot probably will not have the chance to do so.

"I don't think there will be the series of narrow lots with rental units stretching back, one behind the other, as they do now. However, all of this is conjecture on my part since no one will know what the future holds for the beach area until 11 months of planning by the Pacific Planning and Research company is completed and the plans are accepted by the city council and URA board members in public meetings," White stated.

The URA director fielded questions from the floor which including parking (it is too soon to tell what can be done), includes the Seaside company land in the project (since it has

no residences, it would disqualify the whole project in all probability) and condemnation proceedings (we will if we must).

Last week the local URA sent in reports and statistics geared to qualify the project for redevelopment. When the report receives federal approval, the project will go into 11 months of planning and then go into public hearings for final acceptance.

State Chamber Holds Meeting On Highways

Approximately 30 representatives of chambers of commerce, cities and the county will meet to express their desires of a county highway priority list at a meeting tomorrow at 9 a.m. until noon in the board of supervisors chambers.

The session is being conducted by the highway committee of the state chamber of commerce. In charge of the meeting will be Loren Vanderlip, highway committee chairman.

Dave Owen, secretary-manager of the Greater Santa Cruz Chamber of Commerce, said this is the first time the state chamber has sponsored a highway meeting in the county.

Representatives of the state division of highways will also be in attendance. The meeting is open to the public, according to Fred McPherson Jr., chairman of the local chamber's highway committee.

Yesterday the board of supervisors went over a proposed highway priority list submitted by Road Commissioner Fred Pracht and representatives of the cities and chambers throughout the county conferred with the Santa Cruz chamber highway committee on a proposed list.

Owen explained the purpose of the chamber's informal session today is to have a meeting of the minds and firm up a list that represents the desires of the county, city and chamber officials for a highway priority list.